

**U.S. DEPARTMENT OF COMMERCE: INTERNATIONAL BUYER PROGRAM  
ANNOUNCEMENT  
HBA GLOBAL EXPO – NEW YORK, NY  
JUNE 19-21, 2012**

**1. Event description**

**A. HBA Global Expo will be celebrating its 20<sup>th</sup> year in 2012!** It is the leading product development show for the entire beauty and personal care community including skin care, cosmetics, fragrance, personal care and well-being industries. For three days, the top brand manufacturers from mass to prestige, as well as independent and niche beauty companies will gather to learn about industry trends and discover new products from the world's leading suppliers. HBA Global Expo exhibitor categories include bottles, plastics, ingredients, applicators, packaging components, private label, printing, brushes, caps, chemicals, color make-up, formulator services, contract packaging services, containers, compacts, colorants, design, cosmetic sampling, dispensers, sustainable materials, lab equipment and services, fragrances, labels and labeling services, metallizers, liners, nail and hair products, raw materials, ribbons, bows and decorative materials, pumps, sprayers, puffs and sponges, soaps, tubes, testing services, sun care and skin care, valves and trade publications. There will be special mentions, awards and networking events in honor of the 20<sup>th</sup> year celebration.

**HBA does not focus on finished cosmetic products.**

**B. SPA & Resort Expo/Medical Aesthetics Expo** ([www.spanadresortexpo.com](http://www.spanadresortexpo.com)) is co-located with HBA Global Expo. This section of the show **features finished products for resale**, such as mineral cosmetics, skin care systems, skin care systems and devices, tanning products, injectables, aromatherapy, robes, linens, scents, nutritious foods and beverages, supplies and treatments used in salons and spas. The co-located trade shows, together attract more than 500 exhibitors and over 16,000 attendees from around the world. On the floor of the show, there are several demonstration areas, where make-up artists display and create makeovers, where trend presentations are offered by industry analysts, where massage and skin care regimens are displayed, where new products are sampled and tested.

**C. Who attends and exhibits.** If you are a manufacturer, supplier or simply involved with a product or service related to the cosmetics and personal care industry. Attendees are nationwide, local, and international. More than 500 companies will exhibit at the expos, registered under one or more of the product categories listed in item 2A of this announcement.

**2. Education Program.** HBA Global's Educational program is renowned for providing an unparalleled look at marketing, technical and global trends affecting the personal care and beauty industries. With over 90 sessions and 250+ speakers from major cosmetics firms, niche brands, leading ingredients providers, press and industry associations, the conference programs are an integral part of attending HBA. Individuals traveling to the event as part of the International Buyers Program will receive a conference pass allowing them to attend sessions targeted to the international community. (Fees are typically charged for all conference program participation, ranging from \$200 to \$1,500 for the various programs). Several exhibit floor areas offer

additional complimentary education opportunities, such as The Social Spot, with sessions that assist brands in creating their social community presence; and The Trend Spot Theatre, which offers education and programming on the latest trends. Additionally, the Department of Commerce is planning to present a networking seminar on doing business internationally from a logistics and financial point of view. Details and updates can be found on the show website: [www.hbaexpo.com](http://www.hbaexpo.com).

### **3. Event contacts**

#### **A. Show organizer**

HBA Global Expo  
UBM Live  
Brand Director: Jill Birkett  
350 Hudson Street, New York, NY 10014  
[Jill.Birkett@ubm.com](mailto:Jill.Birkett@ubm.com)  
Tel: 609-759-7601

#### **B. Show Exhibit Sales for HBA Global Expo or Spa & Resort Expo:**

U.S. based companies should contact:  
Caitlin Carragee, Director Sales Administration, HBA Global  
[Caitlin.Carragee@ubm.com](mailto:Caitlin.Carragee@ubm.com)  
Tel: 609-759-7617

#### **C. Ema Treneva, Director, International Sales**

[Emanuela.Treneva@ubm.com](mailto:Emanuela.Treneva@ubm.com)  
Tel: (France) +33 1 73 28 14 76

#### **D. IBP Project Officer**

Amanda Ayvaz  
Tel: 202-482-0338  
Fax: 202-482-7801  
E-mail: [amanda.ayvaz@trade.gov](mailto:amanda.ayvaz@trade.gov)

#### **E. Team Lead for Matchmaking/Showtime**

Jetta DeNend  
International Trade Specialist  
Tel: 202-809-2644  
Fax: 212-809-2644  
Email: [Jetta.DeNend@trade.gov](mailto:Jetta.DeNend@trade.gov)

### **4. Event promotion**

**Website.** The HBA Global Expo website is the best way to stay up-to-date on event details: [www.hbaexpo.com](http://www.hbaexpo.com). You can find seminar schedules, exhibitor information and press and promotional materials. International visitors can also get more information about pre-registering by visiting the website. Questions should be directed to Jill Birkett at HBA Global Expo.

[Jill.Birkett@ubm.com](mailto:Jill.Birkett@ubm.com). The HBA Global Expo website will also be linked to the Spa & Resort Expo website. ([www.spaandresortexpo.com](http://www.spaandresortexpo.com)).

**Registration.** All international visitors who pre-register for the HBA Global Expo as part of an international delegation will receive free admission to the event as well as a conference pass to attend select international focused conference sessions.

## **Onsite programs**

### **A. International Business Center (IBC)**

Hours for the HBA Global Expo IBC (located in the Jacob K. Javits Convention Center, New York, New York).

Tuesday, June 19, 2012                      10:00am to 4:00pm

Wednesday, June 20, 2012                      10:00am to 5:00pm

Thursday, June 21, 2012                      10:00am to 3:00pm

Note that the International Business Center will open one hour prior to the event hours posted above.

Some of the services that will be available for international delegations are:

- Interpreters (please specify languages required a minimum of 6 weeks prior to the event);
- Matchmaking;
- Complimentary Select Conference Sessions;
- Complimentary presence at Industry Keynote and “Positively Beautiful” Awards ceremony Tuesday morning. (2011 Industry Keynote was presented by Dan Brestle, Chairman Board of Directors, The Personal Care Products Council and COO, The Estee Lauder Companies. CEO North America, LVMH. 2011 Positively Beautiful Recipient: Kelly Choi, TV Personality, Food Show host and Former Model.
- Comfortable lounge;
- Reception (including other show attendees also at the IPDA Reception on Wednesday June 20, 2012, 5:00pm to 6:00pm on the show floor).
- Participation in the Tuesday, June 19<sup>th</sup> “Looking Back” Editor’s Choice Awards, Discussion and Following Reception at 4:00pm.

**B. Matchmaking services.** All delegates must register and supply their buying interests to ensure a successful match. HBA Global Expo staff and volunteers will provide one-on-one assistance before and during the show to match international buyers with exhibitors. HBA Global Expo exhibiting companies interested in international business will register with the IBC and list their information in the Export Interest Directory, given to every registered delegate. Delegates, once registered in the HBA system, can build their profile and create appointments in advance of

the show through the online matchmaking system. Therefore, it is best to submit all delegate lists at least 6 weeks prior to the event so that HBA can enter the names into the system so that individual conformations will be sent by email to the delegates. This confirmation email includes a password unique to each individual for access to the matchmaking system. Delegates can then build a profile and search for matching companies to build an advance appointment list.

**C. Showtime Program.** Through the Showtime program U.S. exhibitors will have several opportunities to talk with Commercial Specialists from our international network. Together, they will explore export opportunities and discuss the latest market information on their respective countries. In addition, to these Commercial Specialists we hope to have SBA and Exim Bank representatives available for Showtime and Matchmaking appointments.

**5. Insurance.** For duration of trip, emergency medical coverage is strongly recommended. Please examine your current policy and, if necessary, secure a temporary policy for travel abroad. A Healthcare America Policy can be purchased through:

Wallace and Company, Inc  
107 West Federal Street, Suite 23  
PO Box Middleburgh, VA 22117-0480, USA  
Tel: 540-687-3166  
Fax: 540-687-3172  
E-mail: [info@wallach.com](mailto:info@wallach.com)  
[www.wallach.com](http://www.wallach.com)